METHOD AND APPARATUS FOR HIERARCHICAL SELECTIVE PERSONALIZATION

Abstract of the Disclosure

Techniques are provided for improved serving of content in a distributed data
network. In one aspect of the invention, a technique for delivering content in a
client-server system based on a request from a client comprises the following
steps/operations. The request is obtained. A performance characteristic of at least one
server or at least one cache of the client-server system is determined. Then, a level of
data accuracy to be delivered to the client in response to the request is determined. The
data accuracy determination is based on: (i) the determined performance characteristic of
the at least one server or the at least one cache; and (ii) at least one preference associated
with the client. The performance characteristic may comprise a load of the at least one
server or the at least one cache. The level of data accuracy may comprise a level of
personalization to be delivered to the client in response to the request. The at least one
preference associated with the client may comprise at least one personalization
preference.